

**ITC Hotels Limited**  
Corporate Office  
ITC Green Centre  
10 Institutional Area, Sector 32  
Gurugram-122 001, Haryana, India  
Tel.: 91 124 417 1717  
Website: www.itchotels.com

15<sup>th</sup> May, 2026

The Manager  
Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza  
Plot No. C-1, G Block  
Bandra-Kurla Complex  
Bandra (East)  
Mumbai 400 051

The General Manager  
Dept. of Corporate Services  
BSE Ltd.  
P. J. Towers  
Dalal Street  
Mumbai 400 001

Dear Sirs,

**Acquisition - Media Statement and Presentation**

Further to our letter dated 15<sup>th</sup> May, 2026 forwarding the disclosure for 'Acquisition of Shares - Zuri Hotels and Resorts Private Limited', we now enclose a copy of the Media Statement issued by the Company, and a Presentation on the same.

Yours faithfully  
ITC Hotels Limited

Diwaker Dinesh  
Company Secretary

Encl.: As above



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## **Media Statement**

**15th May 2026**

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### **ITC HOTELS SET TO ACQUIRE A LUXURY RESORT ALONG THE ICONIC BACKWATERS OF KUMARAKOM, KERALA**

ITC Hotels Limited has today signed definitive agreements for acquisition of a luxury resort in Kumarakom, Kerala - **The Zuri Kumarakom, Kerala Resort & Spa** ('Resort'). The Company will acquire 100% stake in Zuri Hotels & Resorts Private Limited (ZHRPL), which owns the Resort, at an Enterprise Value of Rs. 205 crores, on a debt-free and cash-free basis, subject to customary adjustments as per the definitive agreements. The acquisition is expected to be consummated over the next few days and will enable ITC Hotels to expand its luxury portfolio in a strategic, high-growth leisure destination - establishing the company's first owned resort in Kerala.

The Resort is spread over 18 acres of lush landscaped greenery, along the serene banks of the Vembanad Lake, offering panoramic views and a private waterfront frontage. Located approximately 70 km from Cochin, it serves as an accessible luxury hub for both international and domestic travellers. The **72 keys Resort, includes 38 villas and cottages**, which are designed around a sprawling 5-acre man-made lagoon that mirrors the tranquillity of Kerala's backwaters. The property provides a seamless blend of traditional architecture and contemporary luxury with multiple dining venues, event spaces and about **20,000 sq.ft. of spa and wellness facilities**.

**Speaking on the occasion, Anil Chadha, Managing Director of ITC Hotels Limited said**, "The acquisition of this exclusive property in Kumarakom marks a strategic cornerstone in our journey to expand ITC Hotels' footprint into one of India's most sought-after leisure destinations. Kerala's rich cultural heritage and breathtaking landscapes have always resonated with tourists, and we are thrilled to bring our luxury offerings to this serene backwater sanctuary. By integrating this iconic resort into our portfolio, we aim to elevate the guest experience through our globally recognized culinary excellence and world-class Ayurvedic wellness offerings. This move reinforces our commitment to deliver authentic experiences that define the future of Indian hospitality."

Post extensive renovation, the Resort will be rebranded as a **luxury resort under the "ITC Hotels" brand**. Inspired by ITC Hotels' core philosophy of "Rooted in the Soil", the Resort will draw inspiration from the region's traditional architectural designs - integrating traditional woodcraft and stone-work that celebrate the authentic spirit and craftsmanship of Kerala. By integrating ITC Hotels' institutional strengths - including signature culinary experiences, best-in-class guest services, Club ITC loyalty program and robust distribution network, the Resort will unlock brand-led value uplift and establish itself as a premier luxury destination for leisure and high-profile MICE. Stabilized Revenue of the Resort is expected to be close to 3x of current levels and margin accretive to ITC Hotels' portfolio.

Kumarakom is known as the 'Crown Jewel' of Kerala and offers an unparalleled blend of ecological wonder and luxurious heritage. This enchanting emerald peninsula invites travellers to drift along the tranquil backwaters, embrace authentic Ayurvedic rejuvenation and immerse themselves in a lush green landscape, which define the very essence of Kerala - God's Own Country.



(Richa Sharma)  
Head-Corporate Communications



# Acquisition of The Zuri Kumarakom, Kerala Resort & Spa



**ITC HOTELS LIMITED**

15<sup>th</sup> May, 2026



*This presentation contains certain forward-looking statements including those describing the Company's strategies, strategic direction, objectives, future prospects, estimates etc. Investors are cautioned that "forward looking statements" are based on certain assumptions of future events over which the Company exercises no control. Therefore there can be no guarantee as to their accuracy and readers are advised not to place any undue reliance on these forward looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. These statements involve a number of risks, uncertainties and other factors that could cause actual results or positions to differ materially from those that may be projected or implied by these forward looking statements. Such risks and uncertainties include, but are not limited to: growth, competition, acquisitions, domestic and international economic conditions affecting demand, supply and price conditions, changes in Government regulations, tax regimes and other statutes, and the ability to attract and retain high quality human resource.*

# Transaction Highlights



- ▶ **Acquisition of 100% stake** in Zuri Hotels & Resorts Pvt Ltd (the entity which owns the Resort)
- ▶ **Enterprise Value of Rs. 205 crores**, on a debt-free and cash-free basis subject to customary adjustments as per the definitive agreements
- ▶ Transaction expected to close over next few days



18 Acres  
of Land

Lush Landscaped  
Greenery

72 Villas, Cottages  
and Rooms

Operational with scope  
for Capacity Expansion

Panoramic Views

Vembanad Lake &  
Private Waterfront

F&B Offering

All Day Dining, Bar,  
Speciality Restaurant

13,500+ sq.ft.

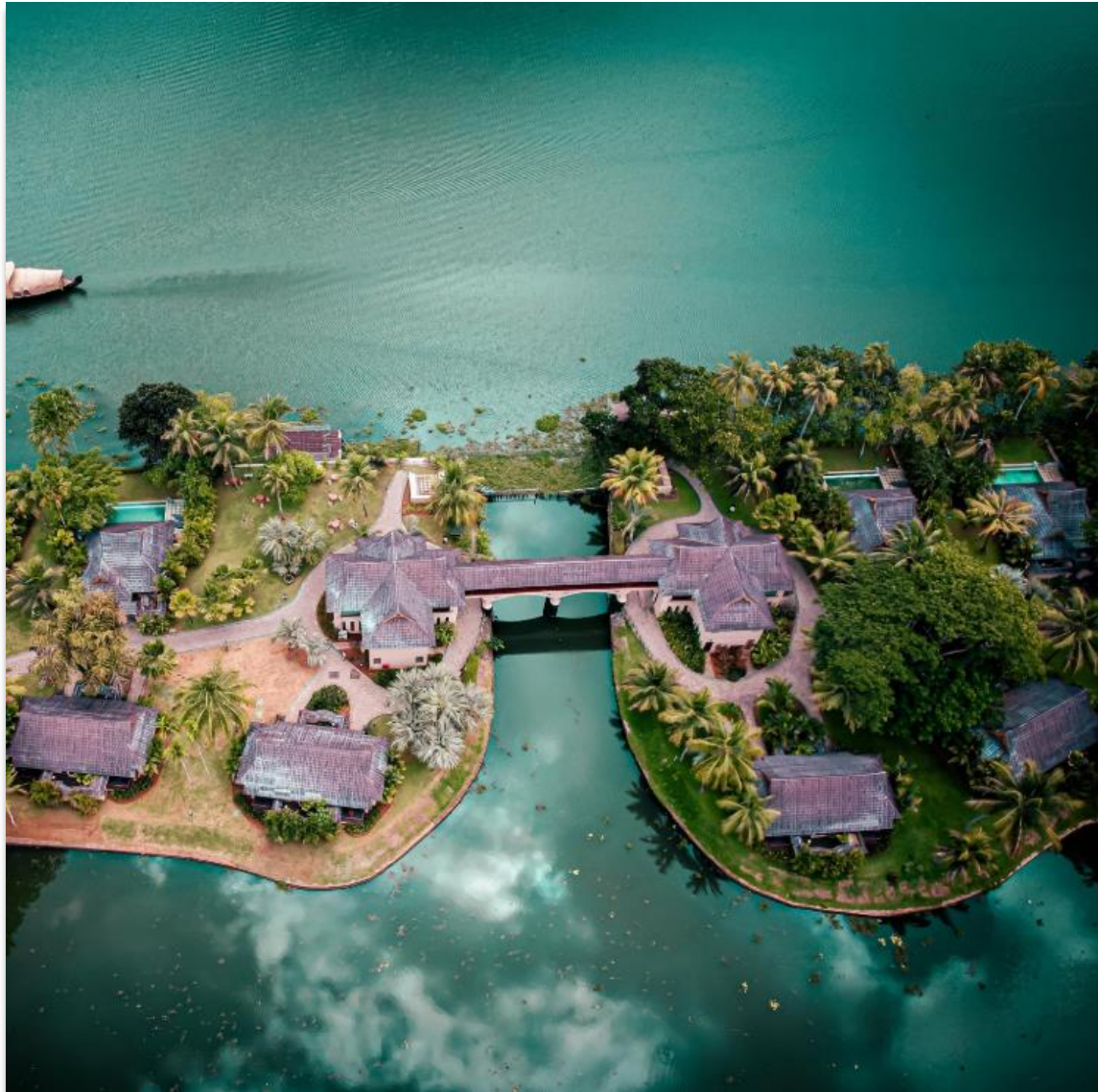
Banqueting Capacity  
(including indoor & outdoor)

20,000 sq.ft.

Spa and Wellness space

***Located 70 km from Cochin, the Resort serves as an accessible luxury hub for international & domestic travelers***

# Acquisition Rationale



**Accelerating expansion** in a strategic, high-potential leisure destination through an established luxury property



Value-accretive acquisition led by ARR expansion in an **inventory-scarce, luxury market**



**Unlocking hotel's true potential** through brand-led experience and premium service offerings

*ITC Hotels Brand & Best Practices | Culinary excellence | Club ITC | Robust Distribution Network*



**Diversifies Revenue** across Leisure, Wellness, Weddings & MICE for both national and international guests



### Development Focus

To be developed as an  
'Iconic Tourist Site' under  
Swadesh Darshan 2.0

### Key Attractions

Backwaters,  
Vembanad Lake,  
Bird Sanctuary

### Close Proximity

Cochin Airport,  
Munnar,  
Vagamon

### Retreats

Staycations,  
Corporate Off-sites,  
Destination Weddings

# Unlocking Potential



- ▶ Resort to be **renovated, upgraded and rebranded as “ITC Hotels”**
- ▶ **Unlock brand-led value uplift** through a seamless blend of
  - ITC Hotels’ operational excellence and institutional strengths
  - Resort’s superior ambience, strong infrastructure and established presence
- ▶ Luxury positioning and **market leading yields**, post renovation
- ▶ Stabilized Revenue of the Resort expected to be close to **3x of current levels** and margin accretive to ITC Hotels’ portfolio

**THANK YOU**



**ITC HOTELS LIMITED**